

KRQE TV News 13 @4:30pm Mon-Fri	4:30-5pm	2	\$275.00	3	\$550.00
KRQE TV News 13 Saturday Morning	7-8am	1	\$50.00	4	\$50.00
The Early Show Mon-Fri	7-9am	3	\$150.00	3	\$450.00
KRQE News Sunday Morning	7-8am	1	\$100.00	4	\$100.00
KRQE TV News 13@ 10 pm Mon-Fri	10-10:35pm	1	\$700.00	4	\$700.00
KRQE TV News 13 @5am Mon-Fri	5-6am	3	\$75.00	4	\$225.00
KRQE TV News 13 @5:30pm Sun	5:30-6pm	1	\$175.00	4	\$175.00
<b>November 5 &amp; 6</b>					
KRQE TV News 13 @ 6am Mon-Fri	6-7am	3	\$125.00	4	\$375.00
KRQE TV News 13 @ 5:30pm Mon-Fri	5:30-6pm	1	\$500.00	3	\$500.00
KRQE TV News 13 @4:30pm Mon-Fri	4:30-5pm	1	\$275.00	3	\$275.00
The Early Show Mon-Fri	7-9am	2	\$150.00	3	\$300.00
KRQE News 13 @ 10pm Mon-Fri	10-10:35pm	1	\$700.00	3	\$700.00
KRQE TV News 13 @5am Mon-Fri	5-6am	2	\$75.00	4	\$150.00
<b>Subtotal for KRQE TV</b>		<b>42</b>			<b>\$8,900.00</b>
<b>KASA TV Channel 2</b>					
<b>Week of October 22-28</b>					
News 13 on Fox 2@ 9pm Sunday	9:30-10pm	1	\$350.00	4	\$350.00
<b>Week of October 29-November 4</b>					
News 13 on Fox 2@ 9pm Sunday	9:30-10pm	1	\$350.00	4	\$350.00
<b>November 5 &amp; 6</b>					
News 13 on Fox 2@ 9pm Sunday <i>MON</i>	9:30-10pm	1	\$400.00	4	\$400.00
<b>Subtotal for KASA TV</b>		<b>3</b>			<b>\$1,100.00</b>

204134



**COONEY, WATSON AND ASSOCIATES, INC.**  
Advertising • Marketing • Public Relations • Video Production

**BROADCAST INSERTION ORDER**

**Date:** August 29, 2012  
**Client:** GO Bonds for Higher Education Campaign  
**Agency Contact:** Doug Stine – 245-3138 direct/803-4132 cell; dougs@cooneywatson.com  
**Station:** KRQE TV, Channel 13 and KASA Channel 2  
**Account Executive:** Jim Giudicessi  
**Phone:** Direct: 505-998-9530  
**Email:** jim.giudicessi@kasa.com

**Run Date(s):** 10/9/12-11/6/12

**NAME OF SPOT(S):** A) 2012 GO Bond C  
**Rotation:** 100% A

**Total Cost :** \$10,000.00  
**Commission:** \$ 1,500.00  
**Total Due:** \$ 8,500.00

**Authorized by:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**See schedule below and on next page:**

<b>KRQE TV Channel 13</b>					
<b>Week of October 22-28</b>					
KRQE TV News 13 @ 10pm Sunday	10-10:35pm	1	\$500.00	4	\$500.00
KRQE TV News 13 @ 6am Mon-Fri	6-7am	3	\$125.00	4	\$375.00
KRQE TV News 13 @ 4:30pm Mon-Fri	4:30-5pm	2	\$275.00	3	\$550.00
KRQE TV News 13 Saturday Morning	7-8am	1	\$50.00	4	\$50.00
The Early Show Mon-Fri	7-9am	2	\$150.00	3	\$300.00
KRQE News Sunday Morning	7-8am	1	\$100.00	4	\$100.00
KRQE News 13 @ 10pm Mon-Fri	10-10:35pm	1	\$700.00	4	\$700.00
KRQE TV News 13 @ 5am Mon-Fri	5-6am	3	\$75.00	4	\$225.00
KRQE TV News 13 @ 5:30pm Sun	5:30-6pm	1	\$175.00	4	\$175.00
<b>Week of October 29-November 4</b>					
KRQE TV News 13 @ 10pm Sunday	10-10:35pm	1	\$500.00	4	\$500.00
KRQE TV News 13 @ 6am Mon-Fri	6-7am	3	\$125.00	4	\$375.00
KRQE TV News 13 @ 5:30pm Mon-Fri	5:30-6pm	1	\$500.00	3	\$500.00

# Spot Manager: All,

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Go Bonds for Higher Education Campaign

Agency: Cooney & Watson

Line: 1

Time Period: 9p-930p

204134

10/28/12

:30 P4

9:17:20 PM

\$350.00

\$350.00

\$350.00

Line: 2

Time Period: 9p-930p

204134

11/04/12

:30 P4

9:18:05 PM

\$350.00

\$350.00

\$350.00

Line: 3

Time Period: 930p-10p

204134

11/05/12

:30 P4

9:47:12 PM

\$400.00

\$400.00

\$400.00

\$1,100.00

\$1,100.00

\$1,100.00

\$1,100.00

[Sorted by: Line]

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> KASA Fox2, Albuquerque, New Mexico	<b>Date:</b> October 4, 2012
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I, Doug Stine, of Cooney, Watson and Associates, Inc.  
do hereby request station time concerning the following issue:

General Obligation Bond C (Higher Education)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30					4

Total Charges:

This broadcast time will be used by: Higher Education Bond C Committee

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Higher Education Bond C Committee

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): Please see bottom of page.

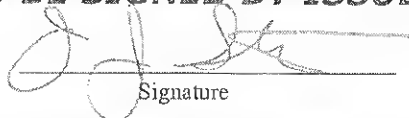
**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

8/22/2012

Date



Signature

505-245-3138

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature


Printed Name

Title

## LIN MEDIA ONLINE POLITICAL ADVERTISING CONFIRMATION

On behalf of the advertiser listed in the attached Insertion Order ("IO"), I hereby confirm that the attached IO is accurate and represents the applicable order.

### ACKNOWLEDGED AND ACCEPTED:

Signed:   
By: DOUGLAS J. STINE  
Title: Account Executive  
Date: 10/4/2012

*LIN Media does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Media's stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity. All purchases of online political advertising on LIN Media properties are subject to the Terms and Conditions of the Interactive Advertising Bureau ("IAB"), except where superseded by the applicable Rate Card and/or Disclosure Statement.*